



FCA Board Meeting Minutes

Respectfully submitted by Bradley Carter, Alpha Tau Omega

March 13, 2014

FCA Board Meeting (Conference Call)

In Attendance:

Bradley Carter, Alpha Tau Omega: Director of Information

Nathaniel Clarkson, Sigma Nu: Director of Finances

Mary Ellen Hardies, Delta Gamma: Director of Recognition

Jesse Lyons, Kappa Alpha Order: Vice President of Operations

Tracy Lyons, Omicron Delta Kappa: Director of Education

Ashley Martin, Zeta Tau Alpha: President

Jennifer Siler, Alpha Delta Pi: Past President

Teri Forsythe Sloan, Chi Psi: Director of Networking

Andrew Talevich, Lambda Chi Alpha: Director of Marketing

Robert Umstadter, Beta Theta Pi: Vice President of Programming

Not In Attendance:

Call to Order

President Martin called to order at 3:06 p.m. Eastern Time.

Opening Remarks:

- None.

Reports:

Director of Networking, Sloan

- Associate Member form completed - 10 have renewed; working on getting more; several posting for the annual conference and midyear
- "Political war" over the lanyards - got everything worked out
- Working with Talevich to put together a plan for promoting FCA to potential associate members; hoping to get those out tomorrow or early next week.
- *J. Lyons:* "Great work. That should put us above last year on budget."

Director of Information, Carter

- "Thank you to everyone that attended the impromptu Memberplanet demo last week with Matt Arnold. Looking forward to getting this database integrated into FCA."
- Working on database plans and updates; plugging in Lisa Thibault to help fill gaps and figure out how to best utilize the system
- Preparing to implement the Membership Recruitment and Retention plans during membership renewal phase of invoicing
- January minutes are available on Dropbox

Director of Finance, Clarkson

- Dues collection: "After the conference last year, we had 60 groups listed as dues-paying members. As of today, we have 63. We totaled 70 groups by the end of last year so we're in great shape. Nineteen groups that were members last year still haven't renewed - great potential for increasing membership. Working with [J. Lyons] to take a more personal route for approaching other potential members and renewals."
- *J. Lyons*: "Great job sorting who has joined and who hasn't. We could have a banner year. Eleven groups that have lapsed or never joined have already joined this year. No question we're going to be in great shape if we can get a hold of these additional groups. If possible, it would be in our best interest to split up the lapsed members and renewal members and using Memberplanet contact information to reach out to them about rejoining FCA via phone would be best." *Clarkson*: "If we split it up, this shouldn't be but about 3-5 calls per board member."

Vice President of Operations, Jesse Lyons

- Everyone is doing a great job at keeping up with things and monitoring data
- Memberplanet a great resource so far
- Need to work on operationally making Memberplanet our hub

Director of Marketing, Talevich

- eNews is coming up, anything you want to see in the upcoming issue, please contact Matt Alai by early next week
- *Briefings* in the mail now; "This new issue looks great!"
- Working with the board on website updates
- Annual Conference updates being posted as we receive information
- Speaking with marketing team chairmen to develop the communication and marketing plan for 2014-15
- Recruiting committee members to strengthen the committee teams

Director of Education, Tracy Lyons

- Annual Conference preparations are in full swing
- If you haven't already reserved a room at the hotel, please do that soon
- Working on setting up the speaker rooms and board rooms
- "Please go ahead and register for the conference; registration working very well, great feedback so far!"
- Thanks to Talevich for all of the email and social blasts for the intern program - 15 applications that we're ready to start reviewing next week
- Working with umstadter to assist with the awards committee members
- Program booklets are in the works - whitney frazier designing
- Still no finalized conference schedule out - latour should have a schedule by this evening. speakers are booked, but nothing has been scheduled.
- *Umstadter*: waiting to see what latour has done. we're behind on the deadlines previously set. working to catch up.
- Brown Bag is next week as ASA; Topic: "Newsletters"
- April 16 - Pi Kappa Psi; Topic: "Crisis Communication"
- No Brown Bag in May with the Annual Conference, then things pick back up in June
- Last year we ran out of rooms at the hotel for Midyear; wondering if we should add more rooms to our contract? I would recommend that we do add at least a few; we did this last year, and we still ran out.

- *J. Lyons*: "I don't see any problems if we look at trends to make an informed choice to increase by 4-5 rooms."
- *Umstadter*: "Would it be a good idea to go ahead and check with members to see if they would give an 'early commitment' from attendees to help with planning?"
- Details about Annual Conference 2015 preparations
- Looking for suggestions on how to encourage interaction with associate members and best ways to engage
- Discussion about vendor request for "focus group" meeting with NPC groups during the conference
- Looking for an annual conference chair for Louisville, additional discussion of FCA committee chairman document on Google Drive

Director of Recognition, *Hardies*

- Talked to Crown Trophy, and they are waiting on our order
- Checking with Weghorst sometime next week; giving him time to handle SAE business
- Sent out the committee/associate member award information to the Board
- "If anyone is driving from Indy to ATL, please let me know so someone can take the awards otherwise we'll have to ship them." *Umstadter*: "Doesn't sound like anyone is driving from Indy. Looks like we'll need to ship the awards this year."

Vice President of Programming, *Umstadter*

- Audit is currently on hold
- Working on collecting all board plans for 2014-15 by April 1
- Sent out email with regards to a committee chair tracker - please let me know if you have questions or problems accessing the file
- Details about filling committee chair openings and "tracker" document
- Rethinking the committee member luncheon and how to best approach that process of getting people involved in a committee - looking for your feedback on what we can do to make this more welcoming/efficient
- *Hardies*: "Maybe an intro during one of the meals instead of a 'sign up' luncheon?" *Umstadter*: "Great suggestion!" Additional discussion of alternatives to delivering committee information and "sales pitch" for each committee.
- *Martin*: "Could have the committee chairs introduce themselves and their committees during the business meeting at the conference so people get an idea of who everyone is and what committees do what." *Umstadter*: "What about offering a place to sit for those not interested in joining a committee at all?" *J. Lyons*: "I think we encourage everyone to come and at least offer their opinion in an area of interest, but there's no obligation to join a committee."

Past President, *Siler*

- Happy to report that we have more applications for the board than we have slots!
- We will start those interviews within the next couple of weeks
- Working on the final adjustments to the handbook and constitution - would prefer to keep it off the website until the changes are made. "Do we want to talk about amendments now?" *Martin*: We can discuss now. Discussion.
- "Does anyone have any questions, comments or changes to the amendments I sent via email?" None.

President, *Martin*

- Ford Award nominations information was sent out last week by Latour; please submit any nominations by April 15

- “I will be handling the Varner Awards from here on out” (not Latour); nominations for this award are also due April 15

Old Business:

- None.

New Business:

- Motion to approve constitution changes as proposed by Past President Siler and delivered via email made by J. Lyons, seconded by Umstadter. No discussion. Motion passed.
- Motion to approve February minutes made by J. Lyons, seconded by Siler. No discussion. Motion passed.

Comments for the Good of the Order:

- *Martin*: “Thank you all for your hard work!”

Martin established the next director's call for Thursday, April 10, 2014.

Meeting adjourned at 4:03 p.m. Eastern Time.